



November 3, 1939.

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OUTLINE OF VISUAL INSTRUCTION AND EDITORIAL WORK FOR DISCUSSION  
WITH 4-H FELLOWS

- (1) The Visual Instruction and Editorial Section.....Lester A. Schlup, Room 5941
  - (A) Scope of work covered.
    - (a) Instructional activities.
    - (b) Service work.
    - (c) Dissemination of information.
  - (B) Relation of work to extension activities in field.
  - (C) Relation of work to Federal agencies.
  - (D) Organization of the section.
  
- (2) Publications..... Carter N. Bealer, Room 5933
  - (A) Kinds of published material.
    - (a) Printed material. (Samples.)
      - (1) Numbered series.
      - (2) Yearbook of Agriculture.
    - (b) Duplicated material. (Samples.)
      - (1) Mimeographed.
        - General.
        - Numbered series.
          - Extension Service Circulars.
          - Miscellaneous Extension Publications.
          - Lecture notes for film strips.
        - A. A. A. material.
      - (2) Multigraphed.
      - (3) Multilithed.
  - (B) Procedure in publishing manuscripts.
    - (a) Printing.
      - (1) General policies.
      - (2) Origin of manuscripts.
      - (3) Editing. (Sample of edited manuscript.)
        - Editorial policies and authorities.
        - Style Manual of the Government Printing Office.
        - Type Book of the Government Printing Office.
      - (4) Relations with Office of Information.
      - (5) Relations with Government Printing Office.
      - (6) Proofreading. (Samples.)
        - Proof of illustrations.
        - Galley proof.
        - Page proof.
    - (b) Duplicating:
      - (1) Policies.
      - (2) Proofreading. (Samples of stencils and multigraph proof.)



(3) Extension Service Review

(A) Selection and preparation of material....Clara Bailey, Room 5942.

(a) Sources of material.

- (1) Annual reports.
- (2) State press releases and extension publications.
- (3) Reports of field agents.
- (4) Conferences with the staff.
- (5) Letters to extension editors.
- (6) Regular press and extension conferences.

(b) Selection of material.

- (1) The make-up of the Review audience.
  - Geographical distribution.
  - Agricultural, home demonstration and club distribution.
  - Smith-Hughes teachers.
  - Subject-matter distribution.
- (2) The object of the Review.
- (3) Timeliness and importance.
- (4) Special issues.
- (5) Keeping the confidence of State cooperators.
- (6) Representative and interesting.

(c) Types of stories used.

- (1) Signed articles, usually illustrated.
- (2) Feature articles, illustrated, such as long time results in a county, an unusually successful project, etc.
- (3) Short stories (sometimes illustrated, sometimes not) such as brief account of good methods, successful meetings, human interest items, good pictures with legend, etc.
- (4) Fillers.

(d) Review Index.

(B) Editing of material and make-up.....Dorothy Bigelow, Room 5938.

(a) Editing manuscript for printing.

(b) Preparing copy for printer, such as marking types to be used for headings, initial letters, and the like.

(c) Advertisements on page 4 of cover.

- (1) Obtaining material.
- (2) Layout.

(d) Illustrations.

- (1) Determining size.
- (2) Cutouts.
- (3) Special arrangements.
- (4) Thumbnail sketches.
- (5) Improvement of photographs by Mr. Stevenson or Mr. Ackerman.

(e) Galley proof.

Reading and correcting.



(3) Extension Service Review (Continued)

(B) Editing of material and make-up (continued)

(f) Make-up.

- (1) Sinks or running heads.
- (2) Arrangement of headings.
- (3) Arrangement of type including working around illustrations and runovers.

(g) Page proof.

(h) Distribution.

(Will have a complete set for one number ready to show the students).

(4) News and General Informational Activities.....Althea E. Thacker, Room 5942.

(A) Relation of news to information service of the Department.

- (a) Organization for dissemination of news (Press Service).
- (b) Chief sources of news.
- (c) Main vehicles for carrying extension news (Press release, clip sheet).

(B) Use of photographs in news service.

- (a) Type of photograph desired.
- (b) Necessity for story to accompany picture in most cases.
- (c) Uses made of extension news photographs.

(C) Information for special writers and magazines.

- (a) Type of information usually needed, points to be covered, etc.
- (b) Sources of information (County agents' reports, releases from State editorial offices, legends accompanying photographs, correspondence).

(D) Policy on release on extension information to the press (facts only, no interpretation other than quoted statements of officials).

(E) Informational set-up for National 4-H Club Camp.

(F) Emergency activities.

(5) Radio.....Althea E. Thacker, Room 5942.

Wallace Kadderly, Room 402.

Administration Building.

(A) General plans for using radio in support of extension work.

(B) Coordinated Federal-State radio service.

(C) Radio programs of the Extension Service.

- (a) 4-H Club program.
- (b) Land-Grant College program.
- (c) Home Demonstration program.
- (d) How the 4-H Achievement program is arranged.

(D) How programs are organized.

(E) Informational support to the programs.



- (6) Film Strips.....Bertha Gericke, Room 5940
- (A) How to organize.
  - (B) Importance of a list of legends.
  - (C) Quality of photographs.
  - (D) Make-up of charts for film strip production.
  - (E) The preparation of readers.
  - (F) Trimming.
  - (G) Mounting.
  - (H) Lettering.
  - (I) Numbering.
  - (J) Final check on the completed series.
  - (K) Transmittal to the commercial firm.
  - (L) Production cost and time required.
  - (M) Importance of release for illustrations published in commercial books, magazines, or newspapers.
- (7) Practical Photography.....George W. Ackerman, Room 5547.
- (A) Instruction in and demonstration of interior photography.
  - (B) Developing negative of interior photograph.
  - (C) Demonstrate the making of a photographic print.
- (8) Photographic Files.....Luretta Ramsey, Room 5944.
- (A) Classification and filing of photographs to insure easy consultation.
- (9) Art Work.....Mary B. Sawrie, Room 5934.
- (A) Educational Posters.
    - (a) Source of material for such posters.
    - (b) Requirements for a successful poster.
    - (c) A series of posters on a given subject - how developed - (as Georgia Poultry Series).
    - (d) Assistance given by our office in the preparation of posters.
  - (B) Charts.
    - (a) Material to be shown graphically usually the result of a survey.
    - (b) Types of charts - simple tabulation, bar graph, curve, "pie" graph, pictorial chart - map.  
Actual making of cloth chart - pencil layout to scale - estimating space required for type.
    - (c) Life cycles - Diagrams.
  - (C) Cartoons.
    - (a) For a regional campaign.
    - (b) For a particular situation in a given State or county.  
How such cartoons are prepared.
    - (c) Local use of cartoons.



- (9) Art Work (Continued)
- (D) 4-H Cutouts and Window Displays.  
The value of local color in such exhibits.
  - (E) Miscellaneous.
    - (a) Page headings.
    - (b) Thumbnail sketches.
    - (c) Cover pages.
    - (d) Titles for film strips.
    - (e) Seals, emblems, etc.
    - (f) Illustrations for circular letters.
    - (g) "Humanized" graphs.
    - (h) Colored maps.
    - (i) Advertisements for 4th page of cover of Extension Service Review.
- (10) Distribution of Material.....N. P. Tucker, Room 5937.
- (A) Distribution of publications.
  - (B) Distribution of A.A.A. material.
  - (C) Sale of film strips and illustrative material.
- (11) Exhibits\*.....Joseph Hiscox and  
H. T. Baldwin.
- (A) The Exhibits office.....Joseph W. Hiscox, Chief.
    - (a) History.
    - (b) Organization.
    - (c) Functions.
  - (B) Preparation.....H. T. Baldwin, In Charge
    - (a) Plans and designs.
    - (b) Construction.
    - (c) Art rooms.
  - (C) Exhibition.....George H. Cook, In Charge.
    - (a) Circulation.
    - (b) Warehousing.
- (12) Motion Pictures\*.....Raymond Evans and  
C. A. Lindstrom, and others
- (A) The Motion Pictures office.....C. A. Lindstrom.
    - (a) History.
    - (b) Organization.
    - (c) Functions.
    - (d) Production.
    - (e) Circulation.
  - (B) Technical Research.....E. Ford.
    - (a) Sound recording.
    - (b) Time-lapse photography.

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\* Report to Mr. Tucker, who will guide students to offices to be studied.



(12) Motion Pictures\*(Continued

- (C) Laboratory.....Geo. R. Goergens.
  - (a) Developing, fixing, and washing.
  - (b) Printing.
  - (c) Title.
  - (d) Matching.
  
- (D) Distribution.....M. A. Brown.
  - (a) Correspondence.
  - (b) Records.
  - (c) Bookings.
  - (d) Statistical reports.
  - (e) Shipping orders.

